



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

WPXI

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43205

Contract # 332378

Schedule Dates 09/21/12-09/24/12
Advertiser POL/K Rothfus/R/Congress (13160)
Agency Strategic Media Placement (3469)
Product Political - Federal Candidate (1067)
Brand POL/K ROTHFUS/R/CON/PA (130629)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name EVERSOLE, WHITNEY
Phone/Fax /
CPE 2715
Account Types National/Political
Billing Type Standard
Comments KEITH ROTHFUS 9/21
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/20/12
Last Modified 09/21/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06328604
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$866.25
Net Total \$4,908.75
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Sep. 2012 8 \$5,775.00
Grand Total: 8 \$5,775.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	7A- 8A (EST)	1	1							1	\$475.00	\$475.00	Pittsburgh (WPXI)	TODAY 7-8A/3	9/20/12
5.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	5:30P- 6P (EST)	1	1							1	\$600.00	\$600.00	Pittsburgh (WPXI)	NEWS 530-6P/8	9/20/12
6.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	5:58P- Channel 11 News At 6pm M-F	1	1							1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/9	9/20/12
7.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	6P- CHANNEL 11 NEWS							1		1	\$475.00	\$475.00	Pittsburgh (WPXI)	SAT NEWS 6-630P/10	9/20/12
8.0	Normal Line / Spot	09/21/12-09/21/12	5	:30	4:29P- Judge Judy 430p						1			1	\$375.00	\$375.00	Pittsburgh (WPXI)	JUDY 430P/11	9/20/12
9.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	6:59P- Jeopardy	1	1							1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	JEOP 7P/13	9/20/12
10.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P							1		1	\$1,450.00	\$1,450.00	Pittsburgh (WPXI)	LATE NEWS/14	9/20/12
11.0	Normal Line / Preempt	09/23/12-09/23/12	5	:30	6P- 7P (EST)								1		\$375.00		Pittsburgh (WPXI)	SUN 6-7P/NA PRG AND RATE/12	9/20/12
11.0.1	Closed Preempt	09/23/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
12.0	M/G For 11.0.1 / Spot	09/24/12-09/24/12	5	:30	4:29P- Judge Judy 430p		1							1	\$375.00	\$375.00	Pittsburgh (WPXI)	JUDY 430-5P/12	9/21/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.